

**THE PRIME  
MINISTER**

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No. 645/QĐ-TTg

**THE SOCIALIST REPUBLIC OF VIETNAM**  
**Independence - Freedom - Happiness**

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Hanoi, May 15, 2020

**DECISION**

**On approving the national master plan for e-commerce development in the  
period of 2021 - 2025**

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**THE PRIME MINISTER**

*Pursuant to the Law on Organization of the Government dated June 19, 2015;*

*Pursuant to the Law on E- Transactions dated November 29, 2005;*

*Pursuant to the Law on Information Technology dated June 29, 2006;*

*Pursuant to the Law on Commercial dated June 14, 2005;*

*Pursuant to the Government's Decree No. 52/2013/ND-CP dated May 16, 2013 on e-commerce;*

*At the proposal of the Minister of Industry and Trade.*

**DECIDES:**

**Article 1. To approve the national master plan for e-commerce development in the period of 2021 - 2025 containing the following targets and contents:**

**A. VIEWPOINTS**

- E-commerce is one of the pioneering fields of the digital economy, where the advanced technologies of the Fourth Industrial Revolution (IR 4.0) have been widely applied to increase the efficiency of the business cycle, contributing to modernizing the distribution system, improving the competitiveness of enterprises, promoting the development of domestic and export markets.

- The national master plan for e-commerce development in the period of 2021 - 2025 closely associates with strategies and policies on actively participating in the Fourth Industrial Revolution, the orientation of digital economy development and national digital transformation.

- Enterprises are the key forces in the application implementation of e-commerce while the state is in charge of managing, establishing the infrastructure and facilitating the development of e-commerce.

- The supporting and creating motivation for the development of e-commerce shall be carried out according to the following models: Selecting, supporting and focusing on some fields/localities to develop e-commerce to play a leading role, lead and create spillover in society.

## **B. DEVELOPMENT OBJECTIVES**

### **I. GENERAL OBJECTIVES**

- To support and promote the widespread application of e-commerce in enterprises and community;

- To narrow the gap between major cities and localities on the level of e-commerce development;

- To build a healthy, competitive and sustainable e-commerce market;

- To expand consumption markets for Vietnamese goods in the country and abroad through e-commerce applications; to promote cross-border e-commerce and transactions;

- To become a country with a developed e-commerce market among the top 3 countries in Southeast Asia.

### **II. SPECIFIC OBJECTIVES (TO BE ARCHIEVED IN 2025)**

#### **1. Regarding e-commerce market size**

a) 55% of the population participate in online shopping, with the value of buying goods and services online of USD 600/person/year on average;

b) B2C e-commerce sales (for both goods and services of online consumption) increase by 25% per year, equivalent to USD 35 billion, accounted for 10% of the total retail sales of goods and the consumption turnover of the whole country.

#### **2. Regarding infrastructure of support services for e-commerce**

a) Non-cash payment in e-commerce activities reaches 50%, of which payments made through intermediary payment service providers accounted for 80%;

b) The average costs for delivery and final order fulfillment accounts for 10% of the product cost in e-commerce activities;

c) 70% of purchase transaction on e-commerce websites/applications have electronic invoices;

d) To build and put into use the shared database on e-commerce.

3. Regarding the correlation of e-commerce development among economic regions

a) Localities other than Hanoi and Ho Chi Minh City account for 50% of the B2C e-commerce transaction value of the whole country;

b) 50% of communes and equivalent administrative units across the country have traders selling goods or providing services online.

4. Regarding the application of e-commerce services in enterprises

a) 80% of the e-commerce websites have integrated online ordering functions;

b) 50% of the small and medium-sized enterprise conduct the business activities on e-commerce trading floors, including social network with a function of e-commerce trading floor;

c) 40% of enterprises participate in the e-commerce activities on mobile applications;

d) 70% of electricity, water, telecommunications and communication service providers deploy electronic contracts with consumers.

5. Regarding develop human resources for e-commerce activities

a) 50% of education institutions and vocational educations provide training courses on e-commerce;

b) 1,000,000 times of enterprises, business households, state management officials and students have participated in training courses on e-commerce application skills.

### **C. GROUPS OF SOLUTION**

1. To complete mechanism and policies to satisfy the requirements of e-commerce development in the context of the Fourth Industrial Revolution

To review, amend, supplement and promulgate new policies and legal normative documents with the orientation of creating favorable conditions for, encouraging and supporting e-commerce application activities and new business models based on digital technology:

a) To continue to improve the legal framework and create favorable conditions for enterprises operating technology platforms to develop e-commerce models, solutions and services based on advanced technology application, ensuring equal treatment between the traditional business model and the technology application business model;

b) To have policies that allow controlled testing (Sandbox) for new business models, products and services in e-commerce activities;

c) To establish a mechanism to promote responsibilities and roles of

enterprises operating technology platforms for e-commerce activities in the management of transactions on their platforms;

d) To supplement the business registration code for the e-commerce field, develop and organize the implementation of regulations on standards in e-commerce activities;

dd) To formulate and promulgate adjusting regulations and policies supporting and developing services for the order fulfillment and final goods delivery for e-commerce activities;

e) To perfect the system of legal documents on the management of e-commerce business activities; to supplement regulations on the management of cross-border e-commerce activities, creating a healthy and competitive environment for e-commerce activities;

g) Complete the system of legal normative documents related to the settlement of disputes and handling of violations in e-commerce activities;

h) To promulgate policies and solutions to encourage enterprises in using electronic invoices when selling goods and services; to perfect the mechanism and increase the efficiency of tax administration in e-commerce activities;

i) To formulate and complete sets of standards on exchanging information in commercial transactions using QR code, Barcode, NFC and other technologies for the identification and authentication of users in e-commerce activities;

k) To formulate policies, regulations and deploy comprehensive solutions in order to increase the use of electronic payment and mobile payment in online transactions and reduce the use of cash and the method of cash on delivery (COD) in e-commerce activities;

l) To regularly review the legal framework and policies on e-commerce in the country in comparison with commitments in free trade agreements (FTAs), especially new-generation free trade agreements. To evaluate in detail impacts of international commitments on e-commerce and data movement, after-sales consumer protection, etc.

2. To increase capability of managing and conducting e-commerce activities and prevent and combat commercial frauds, infringing intellectual property rights and unfair competition in e-commerce

a) To perfect regulations on inspection, supervision and handling administrative violations related to e-commerce to meet the state management requirements and suitable to the actual situation;

b) To study and formulate the state management mechanism and apparatus on e-commerce of Departments of Industry and Trade at all localities;

c) To develop the capability of persons in charge of enforcing legal

regulations pertaining to e-commerce in local areas through the regular provision of training in knowledge and skills in e-commerce; to equip modern media to support the monitoring, supervision and settlement of disputes, handling of violations against regulations on e-commerce on the Internet;

d) To establish inter-sectoral coordination mechanism and form a quick response force to promptly handle acts of smuggling, trade fraud, trading in fake goods, goods infringing intellectual property rights and unfair competition in e-commerce;

dd) To promote technology application in activities of preventing and combating crimes related to e-commerce; to build information systems and shared databases on e-commerce among law enforcement forces;

e) To organize annual dialogue activities between state management agencies and e-commerce enterprises to promptly grasp the issues to be solved;

g) To develop statistical capacity on e-commerce at national, sectoral and local levels;

h) To enhance the online provision of public services related to the business, strengthen the application of information technology in public administrative procedures.

3. Solutions to build markets and improve consumer confidence in e-commerce

a) To propagate and provide training courses in e-commerce skills for people and enterprises in order to improve the participation and exploitation of e-commerce applications of enterprises, enhance consumers' awareness and response with negative behaviors in e-commerce;

b) To organize annual e-commerce events to stimulate demand for domestic markets and expand cross-border e-commerce activities, create an environment for organizations and enterprises to demonstrate the newest technologies and advanced e-commerce models for consumers to experience, build new e-commerce habits and skills;

c) To support enterprises in deploying and encourage the people and enterprises to use guaranteed payment solutions in e-commerce transactions;

d) To develop and apply policies solutions in order to increase the proportion of domestic goods on Internet environment;

dd) To develop authentication systems, rating the enterprise and consumer credit in e-commerce based on the multi-stakeholder participation of state management agencies, media units, associations, enterprises and consumer protection organizations;

e) To develop mechanisms in order to effectively settle disputes of digital

applications, to encourage the creation of independent arbitration/dispute settlement systems, participate in regional and international online dispute settlement mechanisms;

g) To study and review the application of Online Dispute Resolution System (ODR) to protect the consumers' right in e-commerce, to promote the cross-border e-commerce development, especially for small and medium-sized enterprises.

4. Capacity building of infrastructure systems and support services for e-commerce;

A) To develop infrastructure and solutions supporting the electronic transactions integrated payment in commerce and public services; to focus on developing payment applications on mobile, electronic wallet, QR code, NFC and POS, etc.; to ensure security and safety for the payment, promoting electronic payment in e-commerce transactions, including the models of business - consumer (B2C), business - business (B2B), government - people (G2C) and government - business (G2B); Online - Offline (O2O);

b) To improve the infrastructure of delivery and logistics for e-commerce, application of new technology in logistics activities; to encourage to pilot and deploy the application of new transport vehicles to support the transportation and delivery of goods in e-commerce; to encourage the total solutions to link logistics enterprises from the first to the last stage; to methodically study solutions for cross-border delivery and logistics in urban areas;

c) To develop an online system to manage transportation, delivery and order fulfillment services for e-commerce in all provinces and cities of the country, gradually expand to the region to promote cross-border e-commerce activities; to issue a standard system for delivery and order fulfillment services in e-commerce; to build the address database system and develop the Vietnam Digital Map platform to support the online management of postal, transportation, delivery and fulfillment of orders services for e-commerce nationwide;

d) To develop solutions on sharing infrastructure between enterprises providing e-commerce services and enterprises providing retail and distribution services, smart integration and sharing solutions between enterprises and enterprises, enterprises with consumers and enterprises with government on mobile, smart cards and big data platforms;

dd) To build a authentication infrastructure of electronic contracts and other electronic documents serving commercial transactions on the information authentication platform applying digital technology, including public digital signature, personal digital signature on mobile, block-chain achievements, etc.

e) To build systems of searching, retrieving, controlling goods circulation on the basis of solutions for electronic documents in commerce, including



electronic invoices, electronic stamps, electronic warehousing documents and other commercial documents;

g) To build an electronic identity and authentication exchange platform for identifying and authenticating users in e-commerce activities.

5. To promote e-commerce application to support key export industries, expand consumption of domestic goods and promote the development of e-commerce in localities

a) To select a number of localities to represent each key economic region and implement projects to support the development of e-commerce according to industries, thereby creating a spillover effect to localities nationwide;

b) To study, develop and put into operation the model of smart supply chain, apply the big data technology to forecast the market and effectively connect the production processes with the market demand;

c) To develop and support enterprises to apply digital technology solutions (such as barcode technology, QR code, chip NFC and block-chain technology, etc.) to retrieve the products' origin and develop the online brands and marketing products on electronic environment;

d) To build national pavilions on some of the world's largest e-commerce floors, organize Vietnamese pavilions to be home to prestigious brands with high localization content, with the origin of products appraised and guaranteed by the state management agencies on the major e-commerce platforms of Vietnam and the world;

dd) To build and provide comprehensive solution packages to support online trading and implement Schemes to support small and medium-sized enterprises to use typical products to participate in major e-commerce platforms of the country and the world;

e) To organize the e-commerce supply chain for agricultural products, to build the connection among manufactures, logistics enterprises and enterprises providing e-commerce services to optimize the cost and time to bring goods to market;

g) To establish a online center connecting to localities to support the goods and products distribution of small and medium-sized enterprises and rural production households on the online e-commerce environment.

6. To develop and apply new technologies in e-commerce, support the digital transformation process of enterprises

a) To develop the Program on supporting the digital transformation in small and medium-sized enterprises, applying digital technology to improve the production and business model of enterprises; to review and select the priority sectors and fields to develop new technology application in production and

business;

b) To implement and apply the block-chain technology in management and building smart supply and logistics chains; develop products and solutions to apply virtual reality technology, augmented reality and support enterprises in implementation;

c) To develop large-scale information systems for each industry, with a capacity of analysis and integration on big data platform;

d) To build and deploy the system of artificial intelligence application and machine learning to make it transparent and improve the efficiency of state management;

dd) To promote, raise awareness and support training on digital transformation, focus on small and medium-sized enterprises and lagging areas;

e) To pilot and gradually expand digital enterprises for each sector and field, compliance with conditions of each locality;

g) To develop digital technology products and solutions, and support enterprises to implement applications in each stage of the business; to develop integrated services based on advanced technology and expand for small and medium-sized enterprises;

h) To build and put into operation, exploit the new overall network bidding system (according to PPP model); connect the national bidding network system with other e-government systems and e-commerce systems; continue to improve the legal framework for online bidding in accordance with realities and international practices.

#### **D. THE PROGRAM ON NATIONAL E-COMMERCE DEVELOPMENT**

1. The Program on national e-commerce development including annual approved Schemes organized and implemented according to regulations as prescribed in the Appendix II attached to this Decision by the Ministry of Industry and Trade and People's Committees of provinces and centrally run cities.

##### **2. Participants:**

a) Agencies in charge of implementing Schemes of the Program (hereinafter referred to as the presiding agencies) include:

- Central and local state management agencies on e-commerce;
- The Vietnam E-commerce Association and commodity associations.

Presiding agencies shall be allowed to receive funding to implement Schemes of the Program and shall be responsible for accounting funding as prescribed.



b) Beneficiaries of the Program mean agencies, organizations and enterprises of all economic sectors.

3. Principles for management and implementation of the Program:

a) Funding for implementing the Program shall be assigned in the annual budget expenditure estimates of the Ministry of Industry and Trade;

b) To support beneficiaries through the presiding agencies;

c) Presiding agencies shall be responsible for mobilizing funding sources in combination with the support budget to ensure the implementation of the Schemes;

d) On an annual basis, based on operation contents of the Program, the Ministry of Industry and Trade shall formulate the Program's plans and cost estimates, summarize into the annual budget of the Ministry of Industry and Trade, send to the Ministry of Finance, the Ministry of Planning and Investment for summarizing and submitting to the competent authorities in accordance with the Law on State Budget and relevant legal documents.

## **DD. FUNDING FOR IMPLEMENTATION**

1. Funding for the implementation of the master plan shall be provided by the State budget, enterprise investment, loans from credit institutions, international funds and other lawful funds in accordance with law provisions.

2. Funding from the State budget shall be provided according to the decentralization of the state budget as follows:

a) Funds for projects and tasks within the spending scope of ministries, ministerial-level agencies and government-attached agencies shall be guaranteed by the central budget and allocated in annual budget expenditure estimates of these ministries and agencies;

b) Funds for projects and tasks within the spending scope of People's Committees of provinces and centrally run cities shall be guaranteed by local budgets and allocated in annual local budget estimates.

## **Article 2. Organization of implementation**

1. The national master plan on e-commerce development shall be implemented in line and in compliance with strategies, master plans and plans on development of the industry and trade sector and other economic sectors, especially the export, distribution and other services; strategies, master plans, plans, schemes and programs on development and application of information and communications technologies; programs on administrative reform and application of information technology to the operations of state agencies.

2. The Ministry of Industry and Trade shall:

a) To assume the prime responsibility for and coordinate with ministries,

ministerial-level agencies, government-attached agencies and People's Committees of provinces and centrally run cities in implementing this Decision; on an annual basis, to summarize the implementation and propose solutions beyond their competence to the Prime Minister for decision, summarize the implementation in the ending year of the master plan;

b) To summarize, approve, implement and monitor the organization and implementations of Schemes of the Program on national e-commerce development; to assume the prime responsibility for and coordinate with ministries, branches and People's Committees of provinces and centrally run cities in managing, providing guidelines, inspecting and supervising the implementation of the Program on national e-commerce development.

3. The Ministry of Finance and the Ministry of Planning and Investment shall:

a) To allocate annual funding for the activities of the Program on national e-commerce development in accordance with law provisions on State budget;

b) To coordinate with the Ministry of Industry and Trade in providing guidelines, inspecting and monitoring the implementation of the Program.

4. Based on such master plan, ministries, ministerial-level agencies and government-attached agencies shall be responsible for:

a) Elaborating, appraising, approving and allocating budget estimates according to current regulations on power decentralization for implementation of the master plan on e-commerce development as specified in the Appendices enclosed herewith;

b) Inspecting, assessing and reporting on an annual or irregular basis on the implementation of this master plan under the guidance and requirements of the Ministry of Industry and Trade for summarization and reporting to the Prime Minister.

5. The People's Committees of provinces and centrally run cities shall:

a) Based on the actual application of e-commerce in local areas, the People's Committees of provinces and centrally run cities shall build Plans on development of e-commerce in the period of 2021 - 2025 in their own local areas, approve and allocate budget for the implementation of such plans;

b) To elaborate, appraise, approve and allocate budget estimates according to current regulations on power decentralization for implementation of the e-commerce development activities in localities;

c) To organize and mobilize reciprocal capital sources to implement the Projects on development of e-commerce from the central budget under the Program on national e-commerce development;



d) Every year, to report to the Ministry of Industry and Trade the implementation of the master plan in local areas.

6. State management agencies in charge of local e-commerce, Vietnam E-commerce Association and commodity associations shall:

a) To formulate, organize and implement annual Schemes on e-commerce development according to contents of the Program on national e-commerce development as prescribed in the Appendix II attached to this Decision;

a) To coordinate with the Ministry of Industry and Trade in disseminating, providing guidelines, directing, inspecting and supervising beneficiaries of such Program.

**Article 3.** This Decision takes effect on the date of its signing.

**Article 4.** Ministers, heads of ministerial-level agencies, heads of government-attached agencies, and Chairpersons of People's Committees of provinces and centrally run cities shall be responsible for the implementation of this Decision./.

**FOR THE PRIME MINISTER  
THE DEPUTY PRIME  
MINISTER**

**Trinh Dinh Dzung**

*\* All Appendices are not translated herein.*